



Appendix E – Mobility Management Plan

Block 7A

Mobility Management Plan

Somerville, Massachusetts

PREPARED FOR

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1

Project Information

Contact Information

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Project Description

Federal Realty Investment Trust, (the "Proponent") is proposing to construct a mixed-use development within an approximately 1.33-acre parcel of land at 350 Assembly Row in Somerville, Massachusetts (the "Site"). This Site also is known as Block 7A of the approved overall Assembly Row Planned Unit Development Preliminary Master Plan (PUD). The Assembly Row PUD development previously was approved by the Somerville Planning Board (the "Board") on December 14, 2006 (PB#2006-59 as amended) (collectively, the "PUD-PMP").

Pursuant to Section 7.4.3.c of the December 2019 Somerville Zoning Ordinance (the “Current SZO”), development “subject to a previously approved Planned Unit Development (PUD) Preliminary Master Plan may be developed in accordance with the provisions of the Somerville Zoning Ordinance in effect as of August 1, 2019” (the “Former SZO”). As the larger Assembly Row development is subject to the approved PUD-PMP, the Project is being developed in accordance with the entirety of the Former SZO, including among other provisions, Section 5.2 (Special Permits with Site Plan Review (“SPSR-A”), Section 6.4 (Assembly Square Mixed-Use District (“ASMD”) and Article 16 (Planned Unit Developments).

The Proponent is submitting this Mobility Management Plan (MMP) as a good faith effort to reduce motor vehicle trips related to the Project and encourage residents, employees, and visitors to walk, ride a bike, or take transit through the commitments proposed herein. However, the Project is not required to prepare or submit an MMP pursuant to the applicable Former Zoning.

Under existing conditions, the Site and adjacent lot to the west abutting Grand Union Boulevard, contain a combined 284-space temporary surface parking spaces. Following construction of the Project, this surface parking supply will be reduced to 130 temporary spaces with that remaining parking entirely located on the adjacent lot, and the only parking within the Site being contained within the new garage. Presently, this area primarily is being used as a construction staging and material storage area for the construction of adjacent PUD blocks. The Site is bordered by the lot noted above to the west, Assembly Row (and Assembly Line Park) to the east, Foley Street to the north, and Revolution Drive to the south.

The Project will consist of the construction of approximately 381,529 gross square feet (sf)¹ of space within a single seven-story building (not including the proposed 2-level subsurface structured parking garage). The building will include approximately 364,622 sf of commercial (research & development/ laboratory/office space) with 16,907 sf of retail/restaurant space. It is expected that the retail space will primarily serve workers and residents already within the Assembly Square District as opposed to destination retail traffic from further off-site.

Automobile access to the Site will be provided via both Foley Street and Revolution Drive. Two-way curb cuts will be provided on both roadways for a proposed 24-foot-wide alleyway extending in a north/south direction and connecting both roadways. This alleyway will be located approximately 200 feet to the east of Grand Union Boulevard. A driveway leading to the subsurface parking garage will be provided roughly 75 feet to the north of Revolution Drive on the easterly side of the alleyway. This driveway will feature single entering and exiting lanes. The adjacent sidewalks along the west side of the building will feature a gradual decrease in elevation so that pedestrians will be crossing the driveway at the same elevation as automobile traffic. This will help prioritize pedestrian traffic as opposed to a typical condition under which sidewalks having standard wheelchair ramps are provided. Further to the north closer to Foley Street, a five-bay loading area will be provided within the building footprint. The curb cut serving this loading area will feature the same driveway/pedestrian crossing treatment noted above. This loading supply, which includes two trash/recycling bays, complies with the prior City of Somerville Zoning Bylaws requirements for loading. The primary pedestrian access to the building will be located along the other three sides of the building on Foley Street, Assembly Row, and Revolution Drive.

1 Note: Precise building area and parking supply may vary slightly as building design is refined during permitting and design processes.

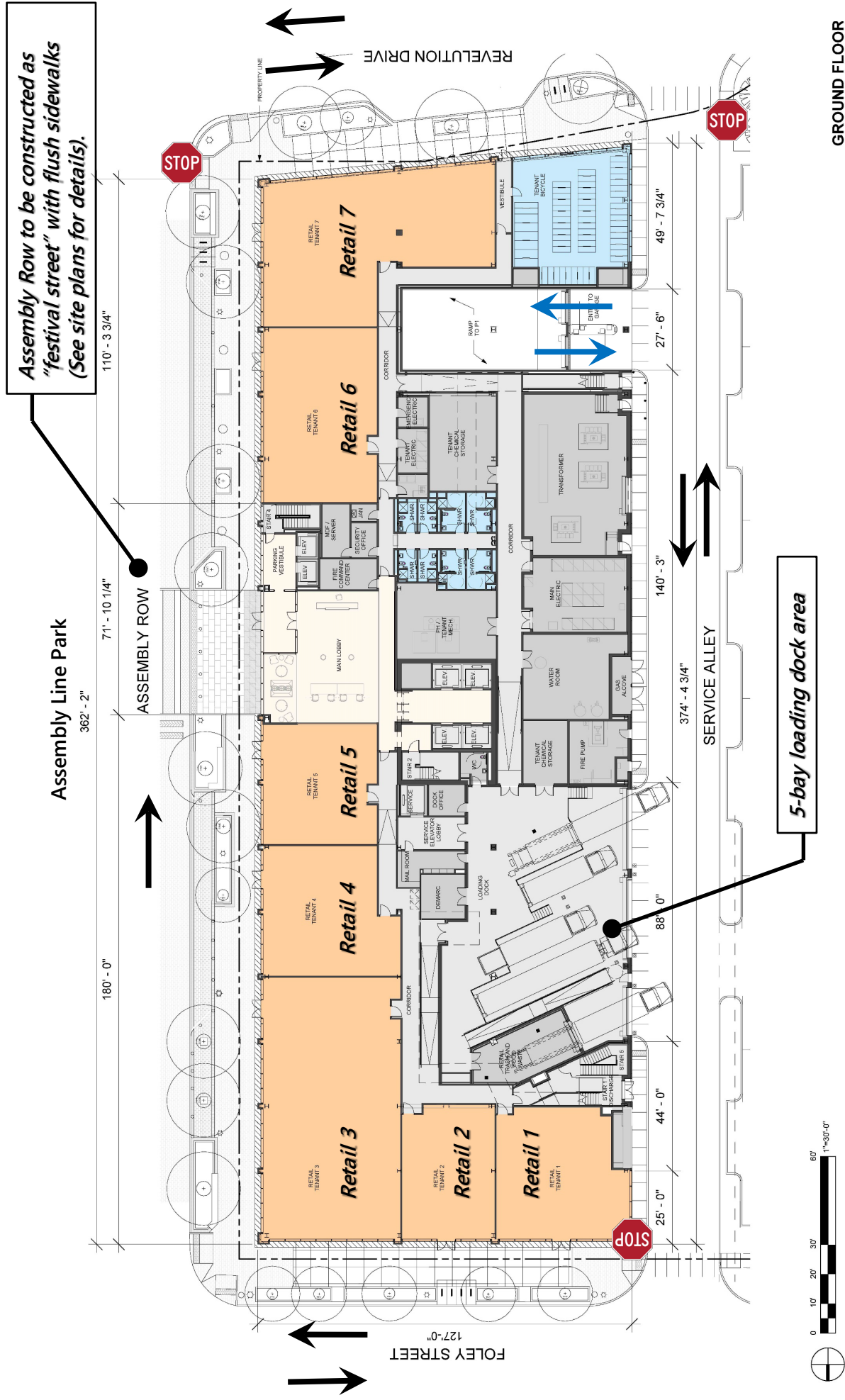
Parking Plan

The Project parking needs will be accommodated by approximately 177 structured parking spaces within a two-level subsurface garage within the building footprint. While this supply falls below the 333-space parking supply required by the prior Somerville Zoning Bylaws, this appropriately scaled parking supply is consistent with the City's goals for this district. The resulting 0.46 space per 1,000 sf parking ratio also is lower than proposed by other recent laboratory-based projects in Assembly Square and throughout Somerville. This parking supply will also help promote travel by means other than single-occupant vehicle, which is consistent with the goals of this MMP. Pursuant to the approved PUD-PMP, Assembly Row is entitled for 10,066 parking spaces. The proposed Project brings the total parking spaces developed to 5,848. Further, the PUD-PMP does not require compliance with the parking requirements of the Former Zoning on a project-by-project basis. Rather, compliance is demonstrated across the PUD.

The existing 284-space temporary surface parking lot on which the Site will be developed will be reduced to a 130-space temporary supply in conjunction with the Project. This parking supply is not included as part of the Project's parking supply as described above. On-street parallel parking also will be constructed in conjunction with this project along the one-way southbound segment of Assembly Row adjacent to the east side of the building. This will include three and four spaces along the respective northerly and southerly ends of this roadway, which will be constructed with a brick paver surface. An approximately 44-foot-long drop-off area for shuttle buses or other short-term activity also will be provided along the northerly side of Revolution Drive adjacent to the proposed building. None of the on-street parking supply described above is included as part of the Project's parking supply.

Bicycle parking needs will be accommodated by 78 bicycle parking spaces, with sixty of those spaces being provided within a secured area within the ground floor of the building.

The Project's Site access and parking plan is provided for reference in Figure 1.



GROUND FLOOR

Garage access/egress

177 automobile parking spaces (two levels below ground floor)

Roadway traffic flow direction

Base plans prepared by Jacobs (January 14, 2022 DRAFT).

Figure 1

Vehicular Site Access and Parking

Block 7A

Assembly Square

Somerville, Massachusetts

Transit Services

Ample public transportation services by the Massachusetts Bay Transportation Authority (MBTA) currently are provided in the study area. These existing public transportation amenities in this area have been documented in great detail as part of prior Transportation Impact Assessments in this area. Accordingly, through consultation with Somerville's Mobility Division it was determined that a detailed inventory did not need to again be provided as part of this assessment. However, transportation demand management measures intended to promote increased transit use in this area are discussed in detail later in this document.

Bicycle Accommodations

Existing Bicycle Accommodations

As with the transit summary provided above, the bicycle accommodations surrounding the Site have been well-documented as part of prior studies in this area. Accordingly, through consultation with the Somerville's Mobility Division it was determined that a detailed existing conditions inventory did not need to be recreated as part of this MMP. Potential changes to the bicycle networks surrounding this Site are under consideration by the City and are discussed below.

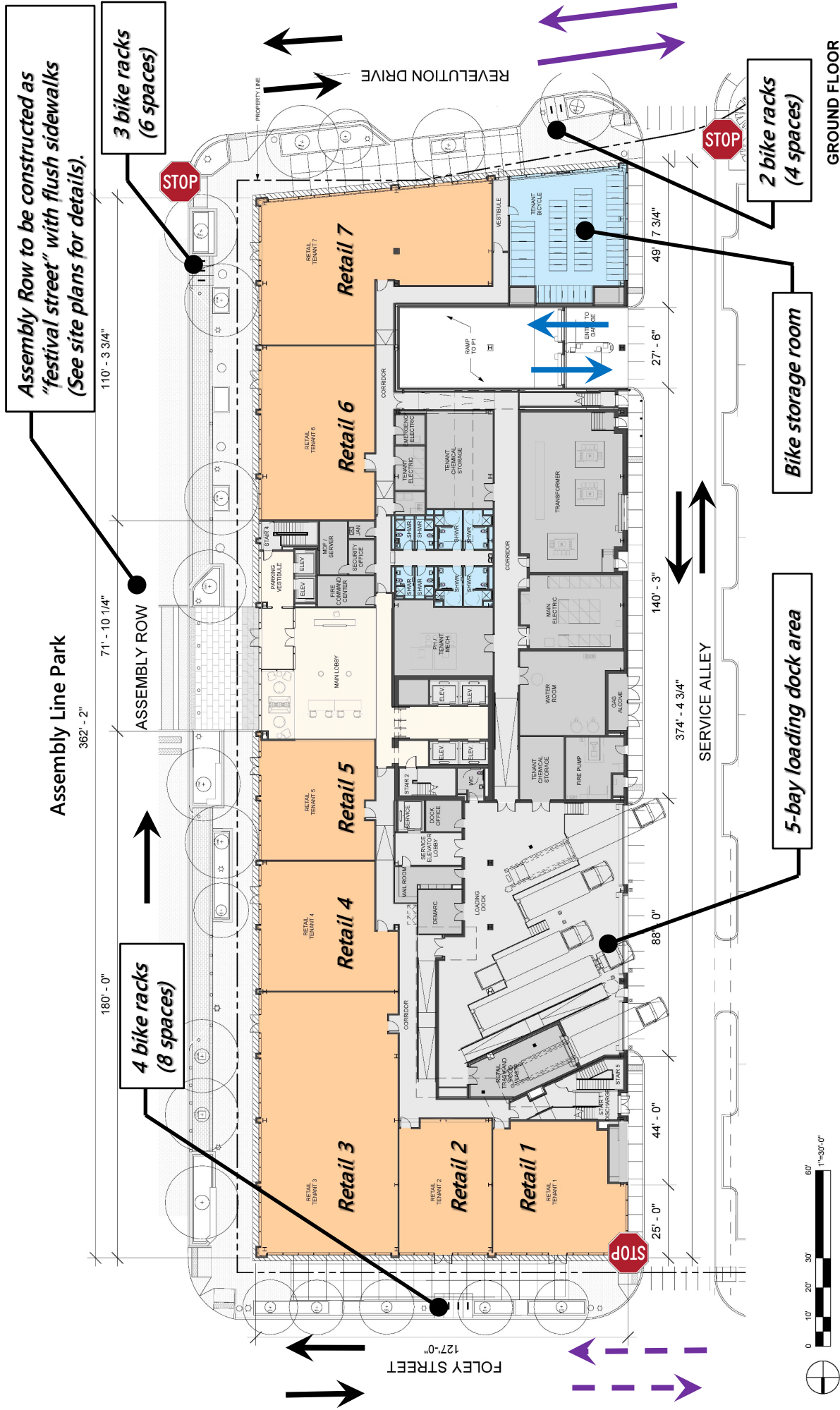
Potential Future Bicycle Accommodations

The City of Somerville recently published a draft Assembly Square Neighborhood Plan Update. That study includes an assessment of the infrastructure framework needed to meet the City's goals for the ongoing development of Assembly Square. The study inventoried the existing bicycle accommodations within Assembly Square and identified amplified treatments to provide a stronger bicycle network in the future.

The existing cross-sections and layout for Foley Street and Revolution Drive were established as part of the approved overall Assembly Row PUD-PMP and the original dedication of these roadways to the City. Accordingly, the Project's frontage along both of these roadways has been designed to be consistent with these approved roadway configurations. However, one goal of the draft Assembly Square Neighborhood Plan Update involves providing separated bike lanes along both Foley Street and Revolution Drive. Those proposed cross-sections depict a northbound separated bike lane between the southerly Foley Street curblin and the face of the Project building. This same 22-foot-wide area is provided with the current Project proposal, though without the separated bike lane treatment. A similar treatment is proposed along the northerly side of Foley Street and on Revolution Drive. Additional improvements beyond the Site frontage would need to be implemented by the City to allow for it to make these changes. That work is not currently possible, though it could occur in the future. Regardless, the 22-foot width noted along the Foley Street frontage is sufficient to accommodate the future installation of a separated bike lane with the removal or modification of the planters and/or sidewalk configuration along that side of the building. Similar changes also could be made within the area to the south of the building along the Revolution Drive frontage. The Proponent will maintain an ongoing dialogue with the City as its planning efforts in this area

advance. The Project will not install any features which would preclude the City's eventual construction of these improved bicycle facilities independent of this Project

The Project's bicycle Site access and parking plan is provided for reference in Figure 2.



- Garage access/egress
- 60 secured bicycle parking spaces within garage and 18 bicycle parking spaces on Assembly Row frontage
- Roadway traffic flow direction
- Standard bike lanes
- "sharrow" bike accommodations

Base plans prepared by Jacobs (January 14, 2022 DRAFT).



Bicycle Site Access and Parking

Figure 2

Block 7A
Assembly Square
Somerville, Massachusetts

Pedestrian Accommodations

Pedestrian accommodations within the vicinity of the Project Site have been well-documented through both prior and currently ongoing studies in this area. Accordingly, through consultation with the Somerville's Mobility Division it was determined that a detailed pedestrian existing conditions inventory did not need to be provided as part of this MMP.

The Project Site has been designed to maintain and further promote the existing pedestrian connections between Grand Union Boulevard and Assembly Station. As noted earlier, a 22-foot width will be maintained between the southerly side of Foley Street and the northerly edge of the proposed building. This area will feature ample sidewalk widths with planters spaced curbside to provide a comfortable separation between pedestrians and Foley Street vehicular traffic. A similar configuration also will be provided along the Project's Revolution Drive frontage. The southbound one-way segment of Assembly Row to the east of the Site will be designed to prioritize bicycle and pedestrian traffic. Assembly Line Park is located on the easterly side of this segment with the one-way northbound segment of Assembly Row located north of and adjacent to that area. Both segments will be configured as "festival streets" to be more oriented towards public use as opposed to automobile travel. This roadway will be configured with a flush treatment so the roadway and sidewalk are at the same grade, and both will feature the same brick paver surface. Appropriate protections will be provided between the portion of the street intended for automobile travel and pedestrians.

The alleyway along the west side of the building will connect Foley Street to Revolution Drive and is oriented primarily towards automobile and loading access for the building, and access to the adjacent remaining surface parking area. While minimal pedestrian activity is expected along that edge of the building, a five-foot wide sidewalk will be provided to accommodate any pedestrians in this area.

The Project's pedestrian Site access plan is depicted in Figure 3.



GROUND FLOOR



Figure 3

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Trip Generation

The Project consists of a single building composed of approximately 364,622 sf of laboratory/office space. The ground floor of the building will feature supporting commercial uses. Specifically, 16,907 sf of street-oriented retail/restaurant use is proposed. The resulting trip generation analyses for the Project are summarized as follows.

Project-Generated Traffic Volumes

The rate at which a development generates traffic is dependent upon several factors such as size, location, and concentration of surrounding developments. Trip generation estimates for the proposed uses were projected using data published by the Institute of Transportation Engineers (ITE) for the various uses proposed. The trip generation analyses are presented below.

Unadjusted ITE Vehicle Trips

As previously discussed, the Project will be a transit-oriented development primarily featuring research & development/office space with supporting ground floor retail/restaurant space. In total, 364,622 sf of laboratory/office space is proposed along with 16,907 sf of supporting retail/restaurant space provided on the ground floor of the building.

Trip generation estimates for the Project are based on standard Institute of Transportation Engineers' (ITE) data². Specifically, trip generation estimates for the proposed uses were projected using trip generation data for Land Use Code (LUC) 760 (Research & Development Center) and LUC 822 (Strip Retail Plaza).

The proposed Site retail uses are expected to be small, service-oriented businesses. While exact tenants have not yet been identified, these tenants are not expected to be significant destination-retail uses. Instead, the potential uses are intended to complement the proposed R&D/office space

2 Trip Generation Manual, 11th Edition; Institute of Transportation Engineers (Washington, D.C.); 2021.

on Site. Retail trip generation was estimated using ITE's new "Strip Retail Plaza" land use code which includes similarly sized retail uses. In fact, most retail business is expected to be in the form of shared trips with the other commercial uses on Site, or pedestrians or bicyclists. Due to these factors, automobile traffic associated with the retail uses should be less than that estimated based on the ITE data. The unadjusted vehicle trip estimates are presented in Table 1.

Table 1 Project Trip Generation – Total Unadjusted Vehicle Trips by Land Use

Proposed			
Time Period	R&D ¹	Retail ²	
Weekday Daily			
Enter	1,892	461	2,353
Exit	<u>1,892</u>	<u>461</u>	<u>2,353</u>
Total	3,784	922	4,706
Trips per ksf ³	10.38	54.53	
Weekday Morning			
Enter	286	24	310
Exit	<u>63</u>	<u>16</u>	<u>79</u>
Total	349	40	389
Trips per ksf	0.96	2.33	
Weekday Evening			
Enter	53	57	110
Exit	<u>278</u>	<u>57</u>	<u>335</u>
Total	331	114	445
Trips per ksf	0.91	6.74	
Saturday Daily			
Enter	348	461	809
Exit	<u>348</u>	<u>437</u>	<u>785</u>
Total	696	898	1,594
Trips per ksf ³	1.91	53.10	
Saturday Midday			
Enter	44	57	101
Exit	<u>44</u>	<u>54</u>	<u>98</u>
Total	88	111	199
Trips per ksf	0.24	6.57	

1 Based on ITE LUC 760 (Research & Development Center) for 364,622 using regression equation for weekday time periods and average rate for Saturday time periods.

2 Based on ITE LUC 822 (Strip Retail Plaza) for 16,907 sf, using average rates for weekday daily, AM peak, and Saturday midday peak periods. Regression equation used for PM peak period. Saturday daily rate extrapolated based on [(Saturday midday) * (weekday daily/ weekday PM)].

Person Trips

The unadjusted vehicle trips estimated using the ITE data were subsequently converted into person trips by applying average vehicle occupancy rates (VOR) based on national data³ for each use. The national average vehicle occupancy rates applied were 1.18 persons/vehicle for office/R&D trips and 1.82 persons/vehicle for retail trips. The national rates are applied when converting to person trips to be consistent with ITE data, which is also based on national data.

3 Summary of Travel Trends – National Household Travel Survey; USDOT Federal Highway Administration (Washington, DC); 2017.

Internal Capture Trips

Because the proposed redevelopment is a mixed-use project, the trip generation characteristics of the Project will be different from a single-use project. Some of the traffic to be generated by the proposed redevelopment will be contained on the Site as “internal” or “shared vehicle” trips. For example, employees are anticipated to patronize the retail space. While these shared trips represent new traffic to the individual uses, they would not show up as new vehicle trips on the surrounding roadway network.

As described in the ITE Trip Generation Handbook⁴ “because of the complementary nature of these land uses, some trips are made among the on-site uses. This capture of trips internal to the site has the net effect of reducing vehicle trip generation between the overall site and the external street system (compared to the total number of trips generated by comparable land uses developed individually on stand-alone sites) ... an internal capture rate can generally be defined as the percentage of total person trips generated by a site that are made entirely within the site. The trip origin, destination, and travel path are all within the site.”

Net Person Trips

Based on the methodology outlined in the ITE Trip Generation Handbook, internal capture rates were applied to the gross person trips. The resulting peak-hour person trip estimates for the Project and are presented in Table 2.

⁴ Trip Generation Handbook, 3rd Edition, Institute of Transportation Engineers, Washington, D.C., 2017.

Table 2 Project Trip Generation – Net Person Trips by Land Use

Proposed			
Time Period	R&D	Retail/ Restaurant	Total
Weekday Daily			
Enter	2,208	805	3,013
<u>Exit</u>	<u>2,199</u>	<u>814</u>	<u>3,013</u>
Total	4,407	1,619	6,026
Weekday Morning Peak Hour			
Enter	329	30	359
<u>Exit</u>	<u>60</u>	<u>21</u>	<u>81</u>
Total	389	51	440
Weekday Evening Peak Hour			
Enter	61	96	157
<u>Exit</u>	<u>320</u>	<u>102</u>	<u>422</u>
Total	381	198	579
Saturday Daily			
Enter	398	821	1,219
<u>Exit</u>	<u>393</u>	<u>782</u>	<u>1,175</u>
Total	791	1,603	2,394
Saturday Midday Peak Hour			
Enter	51	99	150
<u>Exit</u>	<u>47</u>	<u>97</u>	<u>144</u>
Total	98	196	294

Note: Person trip generation estimates by land use with internal capture credits applied.

Existing Mode Share

The mode shares to be used for this Project previously were established considering multiple sources. These include U.S. Census data⁵, a traffic study⁶ for a prior development proposal on the Project Site, the Mobility Management Plan (MMP) for a nearby parcel⁷, and data from the Notice of Project Change (NPC)⁸ prepared for the Partner's office development within the Assembly Square Mixed-Use District (ASMD).

5 U.S. Census Bureau, American Community Survey 2012-2016 5-year estimates. Census Tract 3501.03.

6 Assembly's Edge, Special Permit with Site Plan Review (Chapter 4 – Transportation); Design Consultants, Inc. (Somerville, Massachusetts); April 19, 2018.

7 XMBLY – 5 Middlesex Avenue (Appendix F - Mobility Management Plan); VHB (Watertown, Massachusetts); May 2018.

8 Assembly Row Revised Program for Partners Healthcare Site – Notice of Project Change; VHB (Watertown, Massachusetts); May 15, 2014.

Access to public transportation will significantly reduce demand for vehicular travel and parking spaces. This should be particularly effective in relation to the MBTA Orange Line Assembly Station already being in operation within a short walking distance to the Project Site.

The Project design, parking supply, and Transportation Demand Management (TDM) program all are being developed with the intent of minimizing travel by single occupant automobile and maximizing transit use. The pedestrian-friendly setting being advanced for this and other projects also will help promote walking and biking to the Site. Secured bicycle parking within the building also will encourage biking.

Based on this research, the mode share estimates presented in Table 3 were determined to be appropriate for the existing conditions component of this evaluation.

Table 3 Existing Mode Shares

Use	Vehicle	Transit	Bike/Walk
Research & Development	54%	36%	10%
Retail/Restaurant	80%	10%	10%

Source: Peak hour/peak direction mode share estimates based on various transportation studies and planning efforts, including but not limited to XMBLY – 5 Middlesex Avenue Mobility Management Plan; VHB (Watertown, Massachusetts) May 2018 and the draft 2021 Assembly Square Neighborhood Plan Update prepared by the City of Somerville.

The mode shares discussed above were applied to the net-new person trips shown in Table 2 to generate the adjusted Project trips by mode. To reflect the number of vehicle trips generated by the Project, the adjusted person trips are converted back to vehicle trips by applying the local average vehicle occupancy rates. These rates are slightly different than the national AVO data discussed earlier in this section. Based on 2012-2016 U.S. Census Data,⁹ a local AVO of 1.16 for R&D use was determined. Local VOR data is not available for retail uses, so the national average vehicle occupancy rate of 1.82 persons/vehicle was used.

Pass-By Trips

While the ITE rates provide estimates for all the traffic associated with each land use, not all of the traffic generated by the Project will be new to the area roadways. For example, a portion of the vehicle-trips generated by the retail land use will likely be drawn from the traffic volume roadways adjacent to the Project Site. Someone traveling on Grand Union Boulevard may choose to deviate from their original travel path to visit the Project Site retail, before heading back to continue to their final destination. ITE data for LUC 820 (Shopping Center) shows the pass-by rate for retail is 34-percent during the weekday evening and 26-percent during the Saturday midday peak period. For the weekday daily, Saturday daily, and weekday morning peak hour, a 25-percent pass-by rate was assumed. Even with these adjustments, the new trip estimates for the retail uses likely are overstated due to the factors discussed earlier.

⁹ US Census Data (2012-2016); City of Somerville.

Project-Generated Trips

The mode share and local average vehicle occupancy were applied to the person trips to estimate proposed trips by mode, and then the pass-by adjustments noted previously were applied to the vehicle trips generated by the retail portion of the Project. The resulting trips for each mode may be somewhat overstated as it is expected there will be increased “work from home” activity in the future, which is not reflected by these current projections. While exact information is not available, the percentage of workers working from home may increase in the future, while the percentage of workers driving, biking, or walking to the Site may decrease. Table 4 summarizes the new trips by mode.

Table 4 Project Trip Generation – New Trips by Mode (Existing Mode Shares)

Time Period	Vehicle	Transit	Bike	Walk
Weekday Daily				
Enter	1,207	876	120	180
<u>Exit</u>	<u>1,206</u>	<u>873</u>	<u>121</u>	<u>181</u>
Total	2,413	1,749	241	361
Weekday Morning Peak Hour				
Enter	160	121	14	22
<u>Exit</u>	<u>32</u>	<u>24</u>	<u>3</u>	<u>5</u>
Total	192	145	17	27
Weekday Evening Peak Hour				
Enter	46	32	6	10
<u>Exit</u>	<u>169</u>	<u>125</u>	<u>17</u>	<u>25</u>
Total	215	157	23	35
Saturday Daily				
Enter	369	225	49	73
<u>Exit</u>	<u>355</u>	<u>219</u>	<u>47</u>	<u>71</u>
Total	724	444	96	144
Saturday Midday Peak Hour				
Enter	45	28	6	9
<u>Exit</u>	<u>43</u>	<u>27</u>	<u>6</u>	<u>9</u>
Total	88	55	12	18

The breakdown of the vehicle trips shown above is provided for each use in Table 5.

Table 5 Project Trip Generation – Vehicle Trips by Use (Existing Mode Shares)

Time Period	R&D	Retail/ Restaurant	Total Vehicle Trips ^a	- Retail Pass-By ^b	Total New Vehicle Trips ^c
Weekday Daily					
Enter	1,028	239	1,267	60	1,207
Exit	<u>1,024</u>	<u>242</u>	<u>1,266</u>	<u>60</u>	<u>1,206</u>
Total	2,052	481	2,533	120	2,413
Weekday Morning Peak Hour					
Enter	153	9	162	2	160
Exit	<u>28</u>	<u>6</u>	<u>34</u>	<u>2</u>	<u>32</u>
Total	181	15	196	4	192
Weekday Evening Peak Hour					
Enter	28	28	56	10	46
Exit	<u>149</u>	<u>30</u>	<u>179</u>	<u>10</u>	<u>169</u>
Total	177	58	235	20	215
Saturday Daily					
Enter	185	244	429	60	369
Exit	<u>183</u>	<u>232</u>	<u>415</u>	<u>60</u>	<u>355</u>
Total	368	476	844	120	724
Saturday Midday Peak Hour					
Enter	24	29	53	8	45
Exit	<u>22</u>	<u>29</u>	<u>51</u>	<u>8</u>	<u>43</u>
Total	46	58	104	16	88

Note: Adjusted vehicle trips with internal capture credits applied.

a Total adjusted vehicle trips with internal capture credits applied.

b 25% pass-by credit for weekday morning peak hour, 34% for weekday evening peak hour, 26% for Saturday midday peak hour

c Total adjusted vehicle trips with internal capture and pass-by credits applied.

As shown in Table 4, based on the existing local mode splits, the Project is expected to add 192, 215, and 88 additional new vehicle trips to the roadway network during the weekday morning, weekday evening, and Saturday midday peak hours respectively.

Future Project Mode Share

Through the implementation of this MMP, and the appropriately scaled Project parking supply, it is the Proponent's hope and expectation that the percentage of trips made by automobile can be reduced to under 50 percent. The resulting mode splits for the future conditions' analysis are summarized in Table 6.

Table 6 Future Mode Shares

Use	Vehicle	Transit	Bike/Walk
All Project Uses	25%	50%	25%

Source: Peak hour/peak direction mode share estimates based on draft 2021 Assembly Square Neighborhood Plan Update prepared by the City of Somerville. Various other transportation studies and planning efforts also considered for reference, including but not limited to XMBLY – 5 Middlesex Avenue Mobility Management Plan; VHB (Watertown, Massachusetts); May 2018.

The mode shares presented in Table 6 work towards achieving the SomerVision 2040 goal of having 75 percent of all new trips made by non-automobile traffic, with a benchmark goal of 62.5 percent by 2030. While the Project is not expected initially to reach those goals within this study's horizon, the 50 percent automobile usage should be achievable through the Project's planned TDM program.

If annual monitoring and reporting identifies a shortfall in meeting this goal, additional mobility management programs and services may be implemented. The nature and details of the additional reasonable efforts to be undertaken by the Proponent, if required, will be determined through consultation with the City Director, Mobility Division. The measures could involve amplifying existing programs or introducing new measures.

Project-Generated Trips

The mode shares discussed above were applied to the net-new person trips previously presented in Table 2 to generate the adjusted Project trips by mode. As with the prior estimates based on existing mode splits, the adjusted person trips were converted back to vehicle trips by applying the local average vehicle occupancy rates. The portion of retail traffic made up of pass-by trips also was estimated following the same procedure discussed earlier in this report. Table 7 presents the Project-generated peak hour trips by mode using the anticipated future mode splits summarized above.

Table 7 Project Trip Generation – New Trips by Mode (Future Mode Shares)

Time Period	Vehicle	Transit	Bike	Walk
Weekday Daily				
Enter	1,117	753	302	452
<u>Exit</u>	<u>1,116</u>	<u>754</u>	<u>301</u>	<u>452</u>
Total	2,233	1,507	603	904
Weekday Morning Peak Hour				
Enter	148	90	36	54
<u>Exit</u>	<u>30</u>	<u>20</u>	<u>8</u>	<u>12</u>
Total	178	110	44	66
Weekday Evening Peak Hour				
Enter	43	39	16	23
<u>Exit</u>	<u>157</u>	<u>106</u>	<u>42</u>	<u>63</u>
Total	200	145	58	86
Saturday Daily				
Enter	343	305	122	183
<u>Exit</u>	<u>329</u>	<u>294</u>	<u>117</u>	<u>176</u>
Total	672	599	239	359
Saturday Midday Peak Hour				
Enter	42	38	15	23
<u>Exit</u>	<u>40</u>	<u>36</u>	<u>15</u>	<u>22</u>
Total	82	74	30	45

The breakdown of the vehicle trips shown above is provided for each use in Table 8.

Table 8 Project Trip Generation – Vehicle Trips by Use (Future Mode Shares)

Time Period	R&D	Retail/ Restaurant	Total Vehicle Trips ^a	- Retail Pass-By ^b	Total New Vehicle Trips ^c
Weekday Daily					
Enter	952	221	1,173	56	1,117
Exit	<u>948</u>	<u>224</u>	<u>1,172</u>	<u>56</u>	<u>1,116</u>
Total	1,900	445	2,345	112	2,233
Weekday Morning Peak Hour					
Enter	142	8	150	2	148
Exit	<u>26</u>	<u>6</u>	<u>32</u>	<u>2</u>	<u>30</u>
Total	168	14	182	4	178
Weekday Evening Peak Hour					
Enter	26	26	52	9	43
Exit	<u>138</u>	<u>28</u>	<u>166</u>	9	<u>157</u>
Total	164	54	218	18	200
Saturday Daily					
Enter	172	226	398	55	343
Exit	<u>169</u>	<u>215</u>	<u>384</u>	<u>55</u>	<u>329</u>
Total	341	441	782	110	672
Saturday Midday Peak Hour					
Enter	22	27	49	7	42
Exit	<u>20</u>	<u>27</u>	<u>47</u>	<u>7</u>	<u>40</u>
Total	42	54	96	14	82

Note: Adjusted vehicle trips with internal capture credits applied.

a Total adjusted vehicle trips with internal capture credits applied.

b 25% pass-by credit for weekday morning peak hour, 34% for weekday evening peak hour, 26% for Saturday midday peak hour

c Total adjusted vehicle trips with internal capture and pass-by credits applied.

As shown in Table 8, based on the anticipated future mode splits, the Project is expected to add 178, 200, and 82 additional new vehicle trips to the roadway network during the weekday morning, weekday evening, and Saturday midday peak hours respectively.

Table 9 compares the expected net new vehicle trip generation for the Project added to the roadway network based on the anticipated future mode splits to that which theoretically would occur if the current mode splits were not improved.

Table 9 Trip Generation Comparison – Anticipated Vs. Existing Mode Splits

	Project Trip Generation		Reduction in Vehicle Trips	
	With Existing Mode Splits ^a	With Targeted Mode Splits ^a	Vehicle Trips	Percent Decrease
Weekday Daily				
Enter	1,207	1,117	90	
<u>Exit</u>	<u>1,206</u>	<u>1,116</u>	<u>90</u>	
Total	2,413	2,233	180	7%
Weekday Morning Peak Hour				
Enter	160	148	12	
<u>Exit</u>	<u>32</u>	<u>30</u>	<u>2</u>	
Total	192	178	14	7%
Weekday Evening Peak Hour				
Enter	46	43	3	
<u>Exit</u>	<u>169</u>	<u>157</u>	<u>12</u>	
Total	215	200	15	7%
Saturday Daily				
Enter	369	343	26	
<u>Exit</u>	<u>355</u>	<u>329</u>	<u>26</u>	
Total	724	672	52	7%
Saturday Midday Peak Hour				
Enter	45	42	3	
<u>Exit</u>	<u>43</u>	<u>40</u>	<u>3</u>	
Total	88	82	6	7%

^a Existing conditions mode share and Project mode share based on Tables 3 and 6, respectively.

As shown in Table 9, it is expected that the Project's vehicle trip generation can be reduced by seven percent during the time periods studied through the implementation of the MMP, the Project's proximity to public transit, and the availability of bicycle/pedestrian accommodations. Details regarding the proposed TDM measures are provided in the following section.



3

Proposed Programs and Services

As discussed in Section 1, although an MMP is not required by the Former Zoning, the Proponent proposes certain commitments as a good faith effort to reduce motor vehicle trips related to the Project and encourage residents, employees, and visitors to walk, ride a bike, or take transit.

The following sections outline the MMP responsibilities and commitments for the various stakeholders of the Project, including the Proponent, future tenants, and property management firms, which the Proponent proposes and will use best efforts to implement with the Project. However, depending on the tenants and end users of the Project, some of the commitments may not be implemented where deemed unnecessary or ineffective. While best efforts have been made to assign these commitments accordingly, specific duties outlined subsequently may be fulfilled by other stakeholders as any tenant-specific MMP policies are drafted. The Proponent already is an active member of the Assembly Connect Transportation Management Association (TMA). As the Project will be a new component of the overall approved Assembly Row PUD-PMP, these TDM activities will be managed through that ongoing involvement.

Proponent / Property Owner Commitments

Transportation Coordinator

In conjunction with the initial phase of development, an on-site TDM coordinator will be designated to oversee all TDM programs for the Project. The person(s) in this role will coordinate with the City of Somerville Mobility Division or the Assembly Connect TMA which recently was formed in this area to help promote a reduced reliance on single-occupant automobile travel to the Project. To that end, the TDM measures identified in the following sections will be implemented under the direction and supervision of this person.

The final job description for this role will be determined over time, but the duties of the on-site TDM coordinator(s), which typically is an existing employee such as a building manager or human resources staff person, may include, but not be limited to:

- › Assist Project employees with ride matching and transportation planning;
- › Develop and implement appropriate TDM measures;
- › Disseminate information regarding alternate modes of transportation and developing transportation-related marketing and educational materials;
- › Develop and maintain information pertaining to pedestrian and cycling access to and from the Site;
- › Host occasional transportation-related events to promote the use of commuting alternatives and an annual mobility management education meeting for tenants and their employees;
- › Distribute transit maps and passes;
- › Monitor the effectiveness of TDM measures through surveys and other tools (both of which already occur through the Proponent's ongoing TMA involvement for Assembly Row);
- › Complete regulatory reports to state and city agencies, as required;
- › Implement a website that provides travel-related information and promotes awareness of the items listed above; and
- › Provide on-Site real time transit information consisting of connected TransitScreen display(s) (or equivalent service). Details on the locations of all real time transit information screens will be submitted to the Director for approval prior to the issuance of a Project building permit.

Parking Management

The Project will include a two-level 177 structured parking garage within the building footprint. Secured bicycle parking with a 60-space capacity also will be provided within the building, along with an additional 18 short-term bicycle parking spaces to be provided along the exterior of the building. Specifically, four bike racks (an eight-bicycle capacity) will be provided along the Site's Foley Street frontage along with three bikes racks at the southerly end of Assembly Row and two bike racks at the westerly end of the Project's Revolution Drive frontage; a total of eighteen bicycle parking spaces. The details as to how the Project parking will be managed are described in the following sections.

Commercial Parking Garage

The Proponent (or its designated parking facility operator) will operate the parking garage as a Commercial Parking Facility use and will offer, at minimum, hourly, daily (weekday and weekend), overnight, and monthly parking rental options at local market rates to general public, inclusive of tenant employees, 24 hours per day, 7 days per week, and 365 days per year. Tenant employees must pay market rate directly for parking and must be made aware of different parking pass options at the point of sale and through the distribution of mobility management information. Tenants will not lease parking spaces or passes on behalf of their employees; but tenant leases may include the allocation of a set number of unreserved monthly parking passes which may be purchased by tenant employees directly from the Proponent (or their designated parking facility operator) on a first come first serve basis. The Proponent (or their designated parking facility operator) may adopt operational measures to meet existing passholder obligations but shall always seek to maximize utilization of parking spaces and shall ensure that an allocation of spaces remains for daily and hourly parking. The property owner will provide either a copy of executed lease agreements or an affidavit signed by the

property owner and/or tenant(s) verifying that this language was included and agreed to in the lease or other agreement.

Unbundled Parking

In any lease agreement with all future tenants of any number of employees, the Proponent will require the tenant(s) to unbundle, and charge the market rate for, any employee parking spaces by charging their employees the full market rate of such spaces. Standard lease agreement language for unbundled and market rate parking must be provided by the Director prior to the issuance of any Certificate of Occupancy for tenant space. To verify ongoing conformance, the property owner must provide either a copy of executed lease agreements or an affidavit signed by the property owner and tenant(s) verifying that this language was included and agreed to in the lease or other agreement.

Electric Vehicle Accommodations

As noted earlier, the Project's parking needs will be accommodated by the proposed 177-space, two-level, parking garage beneath the building. Of this total supply, 15-percent of the parking spaces (27 parking spaces) will be equipped with Level 2 Power Sharing electric vehicle (EV) chargers. The Project's power supply will be designed and installed to accommodate the balance (85-percent) of the future supply (150 parking spaces) as EV Ready spaces which will be converted to charging spaces as demand warrants. Documentation of EV readiness will be submitted to the Mobility Division prior to the issuance of any building permit for the Site, including provisions for the precise infrastructure being in place for this to occur.

Carpool/Vanpool Spaces

At least five percent of the vehicle parking spaces in the proposed parking garage will be signed, designated, and reserved for carpools and/or vanpools and be located in preferential locations close to building entrances. Additional spaces will be provided if demand warrants as demonstrated through the post-opening traffic monitoring discussed later in this section.

Carshare Spaces

Currently, carshare services are provided by Zipcar within the Block 4 garage approximately 700 feet to the north of the Site and at 21 Broadway roughly ½ mile to the south of the Site. Both locations are within a reasonable walking distance of the Site, with recently installed sidewalks available along these routes. Furthermore, as a condition of June 2021 approval of the nearby XMBLY Block 21 development, at least eight (8) carshare spaces will be provided within the parking garage at that site. That service, which will be located only 550 feet to the west of the Site, will provide another option for workers and visitors at this Site. Based on this, there should not be a sufficient additional demand in the area to justify additional carshare spaces beyond that already available.

Ride-Sharing Services

The parking needs for the Project will be reduced due to the nearby availability of public bus service and the Orange Line currently provided in the area. Furthermore, alternative means of travel, such as taxi and private ride services, such as Uber and Lyft, should continue to reduce the parking needs for

the area. The exact level of usage by these private ride-sharing services can be quantified through post-opening monitoring studies to be conducted as discussed later in this document.

Transit Use

Access to public transportation will significantly reduce demand for vehicular travel and parking spaces. The on-site TDM coordinator will provide a central commuter information center within the Project in a prominent location, such as in a building's lobby or near garage elevators. This will provide employees and visitors with transit maps, transportation schedules, and route information for pedestrians and cyclists.

Parking spaces for the Project's commercial tenants either can be allocated only to certain employees through a process to be determined by individual tenants, or parking use could be managed through pricing strategies. With the Site being located within one-half mile of two new MBTA stations, not having an automobile should not be a hardship to many employees.

In any lease agreement with all future tenants of any number of employees, the Proponent will encourage tenant(s) to subsidize employee MBTA transit (local bus and subway) passes by at least 50% of the pass cost, up to the federal maximum Qualified Transportation Fringe benefits per current U.S. Internal Revenue Code (\$270 per month in 2021), subject to annual increases. Standard lease agreement language for subsidized MBTA transit passes must be provided to the Director prior to their execution in lease agreements. To verify ongoing conformance, the property owner or property manager must provide either a copy of executed lease agreements or an affidavit signed by the property owner and tenant(s) verifying that this language was included and agreed to in the lease or other agreement.

Bicycle Use

The existing bicycle network surrounding the Site helps to promote bicycling as a viable option to travel to and from the Project Site. The Proponent is committing to the following additional measures to help promote bicycle travel associated with the Project.

Secured bicycle parking with a 60-space capacity also will be provided within the building, along with an additional 18 external bicycle parking spaces to be provided along the buildings Foley Street, Assembly Row, and Revolution Drive frontages.

At least one (1) bicycle repair facility must be provided for tenant employees in a convenient location such as the bike storage room. Locker rooms with shower facilities will be provided for tenant employees and can be provided in a single space for all building users, in spaces for each tenant, or in multiple spaces shared amongst tenants. Locker room and shower capacity must meet expected employee demand and must be expanded as necessary to meet actual employee demand.

In any lease agreement with all future tenants of any number of employees, the Proponent shall encourage tenant(s) to enroll in the BlueBikes Bike Share Corporate Partner Program and subsidize annual BlueBikes memberships for employees at the Gold subsidy level or higher (100% subsidy), subject to rate increases. Standard lease agreement language for subsidized BlueBikes annual passes must be provided to the Director of the Mobility Division prior to their execution in lease agreements. To verify ongoing conformance, the property owner or property manager must provide

either a copy of executed lease agreements or an affidavit signed by the property owner and tenant(s) verifying that this language was included and agreed to in the lease or other agreement.

The Proponent understands that the City of Somerville recently has been requiring applicants for similar development projects to fund the purchase of, and identify an on-site location for, at least one city-owned 19-dock Bluebikes bike share station. These facilities typically are located on the applicant's property or a city approved location in the public ROW on the sidewalk. In this instance, the Project Site is already well served by multiple existing Bluebike facilities. Specifically, there is an existing 15-dock Bluebikes station located 400 feet to the east of the Site on Revolution Drive next to Assembly Station. Likewise, there is a 19-dock Bluebikes station located at the northwest corner of the Grand Union Boulevard/Foley Street intersection approximately 350 feet to the west of the Site.. The installation of a new 19-dock Bluebikes station also was required as a condition of approval for a recently approved development at 120 Middlesex Avenue. A similar requirement also is under consideration for the proposed redevelopment of 74 Middlesex Avenue. With the ample existing bike sharing infrastructure being further expanded, an additional Bluebikes station at the Project Site does not appear necessary, though this can be discussed further with the Mobility Division.

Transportation Management Association Involvement

As noted earlier, the Proponent already is an active member of the Assembly Connect TMA. As such, the TDM plan for this Project will be managed through that ongoing involvement. The general mission of this TMA is to enhance quality of life through focusing on Transportation and Infrastructure, Land Use and Development, and Energy and the Environment. Through this involvement, the pedestrian-friendly nature of the Project's design and internal roadway networks create a framework for offering alternative transportation services. The Proponent is committed to consulting with TMA management to confirm that the TMA structure, fees, and other details are compatible with the Project prior to officially becoming a member. With or without participation in any TMA, the Proponent is committed to implementing all of the TDM measures outlined in this MMP. Post-construction traffic monitoring and evaluation of TDM programs will also be the responsibility of the Proponent.

Monitoring and Annual Reporting

The Proponent is committed to a transportation monitoring program for the overall Project that will consist of annual transportation monitoring for a period of five years beginning six months after the first Certificate of Occupancy is issued. Each monitoring period will include an evaluation for each of the buildings that are currently open and occupied at that time. The monitoring program will include:

- › Annual travel surveys of employees and patrons of the Project conducted by the on-site appointed TDM coordinators. These surveys will be developed through consultation with the City to determine the number of Project employees utilizing public transportation, those traveling to the Project by private automobile, and those using car-sharing services. Employees also will be surveyed to identify those that bike or walk to and from work;
- › Biennial (every other year) counts of entering and exiting vehicles for each parking facility; and

- › Annual counts of vehicle and bike parking occupancy at the Site. This will be done through a field inventory to be conducted during a representative weekday midday period when it can reasonably be assumed that the peak parking demand for employees and visitors would occur;

As part of the summary report to be provided to the City, a status summary of the MMP commitments ultimately put in place at the Project will be provided.

Tenant Commitments

The following sections discuss the tenant types for which MMP programs will be implemented for the Project as well as overall MMP programs for all tenants. A description of the MMP elements is presented in this section along with information on how those elements aid employees and visitors getting to and from the Project. The following plan first addresses general MMP measures that apply to all tenants with 50 or more employees, then special programs for the research and development use. Select duties outlined below may alternatively be fulfilled by the property management team or the Proponent's appointed TDM coordinator on behalf of the tenants.

To the extent practicable, MMP obligations will be included as part of the lease language between the tenant and the Proponent. Any tenants with more than 50 employees also will be encouraged to submit their own MMP, along with a copy of the leases with financial aspects and other non-MMP elements redacted, or an affidavit signed by the owner and tenant(s) verifying that this language was included and agreed to in the lease. This documentation will be provided to the City prior to the issuance of the Certificate of Occupancy of a space by these tenants.

General Tenant Measures

The following section describes commitments that the Proponent will propose to include in leases for all future tenants with 50 or more employees.

Transportation Coordinator

The Proponent will propose to each tenant with 50 or more employees that the tenant designate an on-site TDM coordinator.

The person(s) in this role will coordinate with the property owner's TDM Coordinator to help promote a reduced reliance on single-occupant automobile vehicle travel to and from the Site. To that end, the tenant-specific TDM measures identified in the following sections may be implemented under the direction and supervision of this person. Alternatively, the Project's appointed TDM coordinator may assist or undertake some or all of the duties outlined below. The final job description for this role will be determined over time, but the duties of the on-site TDM coordinator will include, but not be limited to:

- › Assist employees with ride-matching and transportation planning;
- › Disseminate information on alternate modes of transportation and information pertaining to pedestrian and cycling access to and from the Site;
- › Develop transportation-related marketing and education materials;
- › Distribute transit maps and passes; and

- › Host an annual mobility management educational meeting for employees.

Parking Management

Future tenants with over 50 employees who are leasing a number of parking spaces will be required to commit to the following TDM measures:

- › Charge market rate for on-site parking spaces through employee lease agreements;
- › Implement short-term parking lease agreements for employees; and
- › Provide preferential carpool and vanpool parking within the parking garage and spaces near building entrances within the parking garage as a convenience to commuters and to promote ridesharing.

In addition to the general TDM measures outlined above, the following use-specific program for the research and development use also will be provided.

Research and Development Tenants

The research and development employer within the Project will be encouraged to implement appropriate TDM measures by the on-site TDM coordinator. As not every TDM program will be suitable for every type of employer, such as telecommuting or flexible work hours, the on-site TDM coordinator will coordinate with employers to evaluate potential programs and implement or assist with employer implementation when appropriate. Employer-based TDM measures may include the following programs:

- › Provide preferential carpool and vanpool parking within the parking garage and spaces near building entrances within the parking garage;
- › Offer ride matching assistance managed by the on-site TDM coordinator so that employees find appropriate carpool and vanpool partners;
- › Disseminate information on alternate modes of transportation and developing transportation;
- › Offer sponsored vanpools and subsidized expenses;
- › Provide 100-percent subsidy on Bluebikes passes;
- › Provide 50-percent subsidy on MBTA link passes (local bus and subway);
- › Allow employees to use pre-tax dollars for the purchase of MBTA passes, as the pre-tax purchase is free from both federal and state income and payroll taxes;
- › Provide telecommuting options for employees in appropriate jobs;
- › Offer incentives for bicycle and pedestrian commutes, such as covered bicycle storage, changing rooms, and shower facilities;
- › Hold promotional events for transit-riders, cyclists, and pedestrians;
- › Offer direct deposit to employees; and
- › Provide preferred parking for low-emitting fuel-efficient vehicles and/or electric vehicle charging stations within the Project garage.

Retail/Restaurant Tenants

The Proponent will seek to attract a variety of retail shops, restaurants, and service tenants as ground-floor supporting uses. As most of these businesses will be small shops, the same levels of TDM opportunities internal to each individual business will not be as available as with larger employers, but employees who work at the Project will be able to take advantage of the transportation guidance and programs coordinated by the TDM coordinator.

The suite of TDM measures to be implemented in association with the retail shops are fewer than for traditional offices but will still have an impact in reducing single-occupant vehicle travel. The retail TDM program may include the following:

- › Improved Site amenities which enhance the ability of employees to walk or cycle to work;
- › Ride matching services and transit information provided by the on-site TDM coordinator;
- › Promotional events for cyclists, pedestrians, and transit-riders;
- › Direct deposits to employees; and
- › Preferred parking for low-emitting fuel-efficient vehicles and/or electric vehicle charging stations within the Project garage.

Property Management Firm

The following sections discuss the TDM duties expected to be fulfilled by the property management firm.

Parking Management

As previously stated, the Proponent has committed to providing unbundled parking to future tenant employees. To maximize utilization of parking spaces and to provide parking to tenant employees, the Proponent may adopt operational measures to meet existing passholder obligations while ensuring that an allocation of spaces remains for daily and hourly parking available to the public.

As discussed above, the Proponent, and ultimately the property management firm will commit to the following additional TDM measures:

- › Charge market rate for parking spaces through tenant lease agreements;
- › Implement short-term parking lease agreements;
- › Require tenants to offer short-term parking lease options to employees, such as month to month;
- › Require tenants to charge employees market rate for on-site employee parking; and
- › Provide preferential carpool/vanpool parking spaces;

The following additional TDM measures will also be considered:

- › Demand-responsive pricing, which adjusts hourly rates for public and customer parking to manage parking availability;
- › Offering parking cash-out incentives for employees;
- › Shared parking; and

- › Preferred parking for low-emitting fuel-efficient vehicles and/or electric vehicle charging stations within the Project garage.

SomerVision 2040

The Project is committed to making reasonable efforts to achieve the City's goal to control the percentage of trips made by automobile at 50 percent or less. If annual monitoring and reporting identifies a shortfall in meeting this goal, the property management firm may implement additional mobility management programs and services. In addition to the initial mode share commitment of 50% or less trips made by automobile, the Applicant will make reasonable efforts to control the percentage of trips made by vehicles at 37.5% or less by 2030 and at 25% or less by 2040 in order to meet the city's SomerVision 2040 goals. Any shortfall of these goals will be addressed through the Proponent's ongoing involvement with the Assembly Connect TMA.

